

The Visitors Viewpoint

Bedford Area Welcome Center News & PR Opportunities

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DATE: July 15, 2005

NEWS & NOTES:

“Bedford Boys” Homecoming: The official homecoming of the Company A, 1st Battalion, 116th Regiment to Virginia will occur on July 28. Company A was activated in March 2004 for 6 months of training at Fort Bragg and on July 16, 2004 deployed to Afghanistan. Although Company A is known as “The Bedford Boys”, the soldiers are from all areas of Virginia as well as other states. Homecoming events include a Welcome Home Parade that will start at The National D-Day Memorial at 12:00 noon, go through Downtown Bedford and end at the National Guard Armory (the route through Bedford will be the reverse of what they marched for the official send-off). Citizens, visitors and the media are welcome and encouraged to attend the parade to welcome these soldiers home.

Southern Belle Ribbon Cutting: The Bedford Area Chamber of Commerce held a ribbon cutting aboard the Southern Belle, Smith Mountain Lake’s newest cruise ship on July 26. The Board of Directors then enjoyed a wonderful lunch by the Southern Belle as they held their monthly meeting. The ship operates out of Camper’s Paradise Marina and offers lake tours, dining and specialty cruises, private charters, special events and more. 540-483-8881, www.southernbellecruises.com.

PR OPPORTUNITIES

UK Readers Want to Know: Les Dunn edits the news pages for the UK’s *A Place in the Sun’s Everything American* magazine, a bi-monthly property/travel/lifestyle magazine for wealthy UK residents in their forties. The readers LOVE the US and the magazine is targeted to those who plan US trips every year and also consider buying property here. The magazine includes general news pages with the latest in travel. Lee is looking to fill these pages with information on hotels and attractions, new property development opportunities and new tours that can be booked from the UK. Send him information at lelliprelli@hotmail.com.

“Green” Restaurants: Diana Lambdin Meyer is working on deadline (July 27) for a trade publication on the specific topic of green (as in “ecologically sensitive”) restaurants. She doesn’t need to know if restaurants are not automatically giving customers water – but she’d love to hear about more innovative restaurant ideas related to keeping the earth healthy. Email her at Lambdin@aol.com.

SeeAmerica.org Enjoys Triple Digit Growth: More and more consumers are choosing SeeAmerica.org as their one-stop resource for US travel planning. The site saw a 171% increase in visits from June 2004 to June 2005. Growth is attributed to a big kick-off event of the See America's Treasures Campaign and Treasure Hunt Sweepstakes with extensive media coverage in outlets like USA Today, Associated Press and the Today Show. View the website and the Travel Industry Association (TIA) also provides free Tourism Awareness promotional resources at www.tia.org.

Unknown Ski Areas: *Ski* magazine is going to feature unusual winter ski resorts and locations for its "Off the Map" column, which highlights different and known ski and snowboard areas. Tips are due to Keith Rockmael by July 31 at oaxacarok@yahoo.com.

WEEKEND EVENTS

9th Annual Bedford Quilt Show 2005: Through July 26. Exhibit of contemporary quilts showcases the work of dozens of talented quilt makers who use fabric to express their creativity. Sponsored by The Peaks and Pieces Quilt Guild and The Friends of the Bedford Public Library. Bedford Central Library, 2nd floor. 540-586-6319, www.friendsofbedfordlibrary.org.

Storyteller Lynn Ruehlmann: July 21, 10 am. This program, "Quilting Aesop", is designed for children, their families and the young at heart. Lynn has been working as a professional storyteller for more than fifteen years. Bedford Central Library, 540-586-8911, ext. 11. www.friendsofbedfordlibrary.org.

Hunter's Retreat – The Battle at Liberty: July 22-24. Reenactment of the 1864 Civil War battle. Activities will be held at several historic sites and feature period music, battle reenactments, military encampments, period merchants, guided lantern tours with costumed characters, a ladies tea and fashion show, speakers, displays, book signings, period wedding and more. Centertown Bedford, 540-586-2148, www.centertownbedford.com.

The Music Man: July 22-23. Presented by the Encore Youth Theatre. Showtimes are 7:30 pm on 7/22 and 2:30 pm on 7/23. Academy of Fine Arts, Lynchburg. 434-846-8499, www.academyfinearts.com.

Family Day at D-Day: July 23, 10-5 pm. Discover the lessons and legacy of World War II through interactive programs tours and projects. Activities include Victory Garden projects, book-signings, conversations with veterans, story stations, living history, miniature WWII models and more. Bring the family and enjoy a day at the Memorial. 540-586-3329, www.dday.org.

Farm Tour and Open House: July 23, 11-2. Food and fun for the whole family. Come for a day of fun on the farm and enjoy a pig-picking and bluegrass music. Royal Oak Farm, 2855 Orrix Creek Road (off Rte. 24 on Rte. 731). Free, 540-297-3299.

300 Years of Fashion: July 24, Noon-5. Discover the fashionable way to dress in three different time periods at this special Sunday afternoon historic program. Explore Park, Blue Ridge Parkway, Milepost 115, www.explorepark.org, 800-842-9163.

UPCOMING EVENTS:

FiddleFest: July 28-30. Workshops, jam sessions, dances and continuous music featuring some of the best names in bluegrass. 3-day and 1-day passes available by phone at 866-883-9466. Hollins University. www.roanokefiddlefest.org.

Peyton Tochtermann & High Society in Concert: July 30, 7:30 pm. New standards, new sounds and new music for modern times. Combines mandolin, trumpet, drums and percussion, double bass, guitar and vocals. Bedford Central Library, \$5 suggested donation, 540-586-8911, ext 11. www.friendsofbedfordlibrary.com.

9th Annual Summer Festival: July 30, 1-7. Join Tomahawk and five other great Virginia wineries including Peaks of Otter Winery, for a day of grape stomping, wine tasting, great music, children's activities, crafts and food. 9221 Anderson Mill Road, Chatham, 434-432-1063, www.tomahowkmill.com.

Wine Tasting Cruise: July 31, 2-4. Enjoy the splendor of Smith Mountain Lake along with a wine tasting by Hickory Hill Vineyards. Virginia Dare Cruises & Marina, 540-297-7100, www.vadarecruises.com.

Weaving and Bee Keeping: July 31, 1:30-3:30. Fiber artist Jeanne Fisher interprets the art of weaving and Jim Fisher will talk about bees and bee keeping. Smith Mountain Lake State Park. Meet at the Visitor Center. 540-297-5988.

ONGOING EVENTS:

Summer Events at the Park: Smith Mountain Lake State Park, 540-297-6066.

Caribbean Festival: The Pointe at Mariners Landing hosts "*Welcome to the Islands*" every Wednesday night in June, July and August. Steel Drum Band performs from 6-9. Adults and children's island menus. 540-297-4900, 800-851-4988, www.marinerslanding.com.

Plantation Tours at Thomas Jefferson's Poplar Forest: Through-October 31. Saturdays at 2:45 pm. Learn about the enslaved community and the sights and sounds of Jefferson's farm. 434-525-1806, www.poplarforest.org.

Art UpStairs: Through July 30. Exhibit by Dave Wertz and Michael Maxwell. Upstairs at Bedford Hardware. 540-586-8811.

Country Cruise: Every Wednesday, 8-10 pm. The Southern Belle now features Country Night Under the Stars, a 2 hour cruise with a great BBQ buffet and your favorite country tunes. 540-483-3881, www.southernbellecruises.com.

“Peachy” Open House at Peaks of Otter Winery: Weekends through July, 9– 5. Sample peaches, nectarines and summer apples and taste all the great fruit wines. Bring a picnic and enjoy the pavilion, the views and the farm animals. 540-586-3707, www.peaksofotterwinery.com.

See www.visitbedford.com for a full listing of 2005/2006 events by month.

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Submit calendar items to: nanci@visitbedford.com

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